


2017 / 2018 Mackay Tourism

REPORT CARD

Marketing:

LinkedIn:

89% 
INCREASE IN
follower gains

561 followers



Instagram:

15,614

Photos shared using
#meetmackayregion
[33% increase]

8,025 followers
Increase of 12%



Facebook:

14,412 

21% increase in total Facebook
likes. From 11,935 to 14,412



38.5% INCREASE

in organic post reach from 420,981 to 583,091

7 CAMPAIGNS

54 Participating
operators



Case Study: #mymackay Campaign

#myMACKAY



3,269

Hashtag
mentions
286%
increase



303

Competition
entries
47%
increase



7,764

Competition
webpage
visits
319%
increase



274

Facebook
engagements



1,144

Instagram
posts liked



409

Votes
cast by
the public



209

Downloads of
mymackay
ART app
*used at DBCT
illuminate*



mackayregion.com

Mackay Tourism
Queensland

Publicity:



4.2 MILLION
MEDIA VALUE 61% increase in media value

1,839 mentions in the media worth a total of \$4.2 million



62

media releases published

13,008

total number of subscribers who received consumer newsletters

2.6 MILLION

Tourism shines on Sunshine



Estimated number of viewers who marveled at Wallabies on the Beach at Cape Hillsborough during Channel 7 Sunrise weather crosses.

\$1,728,600



Elton John Rocks Mackay

Media value brought to Mackay from Elton John Concert

Business Development:



11

Development Workshops – 57 operators in attendance

34



Operators awarded at Best of Queensland

2



The Australia Tourism Exchange – 2 operators attended



21

New members joined Mackay Tourism in 2017-2018

Visitor Information

DOMESTIC

Year ending March 2018

895,000

27.4%

4.2MIL

A new record following six successive quarters of domestic visitation increases to the region

Average length of stay rose to 4.7 nights, an increase of 27.4%

The number of nights spent by domestic visitors in the region, an increase of nights (up 29.9%)

INTERNATIONAL

Year ending March 2017

12.2%

15.9MIL

26.4%

the increase in international visitors to the region, now at 54,000. Also representing six successive quarters of growth.

total economic contribution of international visitors to the region's economy.

increase in European visitors to the region, now at 34,000.



New Mackay Region Visitor Information Centre located in Sarina opened 1 July, 2018



3.6% increase in Mackay Tourism revenue through various grants and funding from local, state and national bodies throughout the year



mackayregion.com

Mackay Tourism
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